GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture Marketing Department – Procurement of Sweet Oranges under Price Stabilization Fund- Guidelines – Orders- Issued.

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AGRICULTURE AND COOPERATION (Mktg-II) DEPARTMENT

G.O.RT.No. 668 Dated: 05-10-2020.

Read:-

From the Special Commissioner and Director of Agricultural Marketing, A.P., Guntur, File No.AGC05-13022/6/2020-MI SEC-MRKT.

ORDER:-

In the reference read above, the Spl. Commissioner and Director of Agricultural Marketing, A.P., Guntur has informed that the sweet orange is grown in the area of 86,000 Hectares in our State and the farmers are not getting MSP. Due to Covid 19, the farmers are facing the problems for sale of sweet orange.

2. The issue has been discussed in the Group of Ministers and felt that since sweet orange has a higher Vitamin-C and actually adds in disease resistance, the same can be made available to even poor people living in rural areas, if necessary by providing such fruit at subsidized cost and directed that there is a need to hold the price line for farmers while ensuring that the fruit is made available to rural population at subsidized price.

3. Government has examined the recommendations of Group of Ministers and issued the following guidelines for procurement of sweet orange:

a. Procurement of Sweet Orange shall be made from farmers only through NeML Software by the Supplying AMC.

b. Rs.10,000/- per MT as the purchase price from farmer.

c. Maximum Quantity allowed for procurement is 10,000MTs.

d. Procured Sweet Orange shall be supplied to Rythu Bazars and urban & rural area through the network of SERP and MEPMA.

e. The procurement limit is 20 MT(200 qtls) per Acre for a maximum of 5 Acres i.e. 100 MT (or 1000 qtls) per farmer.

f. All charges such as transportation, handling, other incidental Charges shall be added for fixing of sale price by the AMC Secretary.

g. Subsidy of Rs5/- per kg will be given on sales.

h. Rs. 1/- will be given as commission to the Self Help Groups. (SHGs) for sale of Sweet Oranges.

i. 2% Damage is allowed.

j. The EO Rythu Bazar shall remit the Sale amount to the CEO Rythu Bazar Account for the sales in Rythu Bazars.

k. In urban areas priority may be given to sale through Rythu Bazars before exploring the MEPMA option. The entire process may be captured in Rythu Bazar software developed recently.

l. The Distribution AMC shall collect the sale amount from APM,SERP and CMM,MEPMA for the sales done through SERP & MEPMA.

m. PD DRDA in rural area and PD MEPMA in urban area shall monitor the entire activity.

n. The ADM, DDM and JDM shall monitor the entire activities from Marketing Department side. The ADM will closely co-ordinate with PD DRDA and PD MEPMA.

4. The Special Commissioner and Director of Agricultural Marketing, A.P., Guntur has informed that to intervene in sweet orange was supported under PSF and shall take further necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Y.MADHUSUDHANA REDDY,
SPECIAL SECRETARY TO GOVERNMENT.

To
The Spl. Commissioner and Director of Agricultural Marketing, A.P., Guntur.
The Commissioner of Horticulture, Guntur.
Copy to.
The P.S. to Spl. Secretary to the Hon'ble Chief Minister.
The P.S to Hon'ble Minister for Agriculture, Cooperation and Marketing.
The P.S to Spl. Secretary to Government, AM &C Department.
All the District Collectors.
SF/SC.

//FORWARDED BY ORDER//

SECTION OFFICER